

BUSINESS VALUE PROPOSITION

Redstone Civil Pty Ltd • North Queensland Civil Construction

Prepared by Consultancy Done Differently • June 2026

1. JOBS TO BE DONE

These are the three core outcomes a client is trying to achieve when they hire Redstone Civil.

Job 1: The client needs to get earthworks, drainage, or road maintenance scopes completed on time, to spec, and without the head contractor having to micromanage the sub.

Job 2: The client needs to keep their project programme intact by using a subcontractor who can mobilise quickly, has the right plant on site from day one, and doesn't create delays through equipment breakdowns or under-resourcing.

Job 3: The client needs a subcontractor whose documentation — SWMS, licences, insurances, and quality records — passes head contract compliance requirements without the procurement team having to chase or coach the supplier.

2. CLIENT PAINS

The risks and headaches the client is actively trying to avoid.

Pain 1: The client fears appointing a small civil sub who wins the job on price, then underperforms on programme — leaving the head contractor exposed to liquidated damages or a costly re-scope.

Pain 2: The client struggles to find NQ-based civil operators who have the right plant, the licences, and the documentation all in order at the same time — most can do two out of three.

Pain 3: The client fears a WHS incident caused by a subcontractor with no formal safety system. One recordable incident can shut a project down and damage the head contractor's relationship with the principal client.

3. CLIENT GAINS

What the client wants most — beyond just getting the functional job done.

Gain 1: The client wants a civil sub they can put on the panel and forget — one who self-manages, communicates proactively, and doesn't generate problems that land on the project manager's desk.

Gain 2: The client wants to use the same reliable operator across multiple projects and packages, reducing the time and risk of re-tendering the same sub-category scope every time.

Gain 3: The client wants a subcontractor who can grow with the programme — taking on progressively larger scopes without losing the responsiveness and accountability that made them attractive in the first place.

4. OUR UNIQUE DIFFERENTIATORS

What Redstone Civil does that most local competitors don't — based on the actual business profile.

- A complete, owned plant fleet covering the full earthmoving and drainage cycle — excavators, grader, compactor, water cart, and transport — with no dependence on hired plant or subcontractors to fill capability gaps. Most operators in this bracket are part-fleet.
- Owner-operator accountability. Mark Redstone is on site and contactable — not managing from Brisbane. Head contractors dealing with Redstone Civil get decisions made by the person responsible, not a site foreman without authority.

- 11–20 years of NQ-specific civil experience, including wet season conditions, black soil country, and remote site access — the operational knowledge that south-east operators brought up on secondment don't have.
- CQMS Raize prequalified and actively growing toward Tier 1 compliance requirements — positioned to meet head contract documentation standards, not starting from scratch when the opportunity arises.

5. ONE-LINER VALUE PROPOSITION

USE THIS IN: EMAIL SIGNATURES, LINKEDIN HEADLINE, QUOTE HEADERS

Redstone Civil delivers earthmoving, drainage, and road maintenance for North Queensland infrastructure projects — with owned plant, licensed operators, and the documentation Tier 1 contractors require.

6. THREE-SENTENCE VALUE PROPOSITION

USE THIS IN: TENDER COVER LETTERS, CAPABILITY STATEMENT INTRODUCTION, LINKEDIN SUMMARY

What we do and who for: Redstone Civil is a North Queensland civil contractor delivering earthmoving, drainage, and road maintenance services to Tier 1 and Tier 2 head contractors and local government authorities across the Townsville and NQ region.

The problem we solve: Head contractors on major infrastructure packages need small civil operators who can mobilise fast, operate safely, and meet documentation requirements — without generating delays, paperwork problems, or programme risk.

The outcome we deliver: With a complete owned plant fleet, operator-licensed crews, and CQMS Raize prequalification, Redstone Civil delivers the scope on time and on spec so the project manager can move on to the next problem.

7. FULL VALUE PROPOSITION STATEMENT

USE THIS IN: CAPABILITY STATEMENTS, GRANT APPLICATIONS, SUPPLIER REGISTRATION FORMS, RFQ RESPONSES

Redstone Civil Pty Ltd is a North Queensland civil contracting business with over a decade of experience delivering earthmoving, drainage, and road maintenance services across the Townsville and broader NQ region. Founded and operated by Mark Redstone, the business runs a complete owned plant fleet — including 12T and 20T excavators, a 186HP grader, compaction equipment, and water cart — giving clients immediate mobilisation capability without the lead times and risk that come with hired plant.

The North Queensland infrastructure pipeline is one of the strongest in the country, with \$40B+ in committed projects including the Haughton River Floodplain, Bruce Highway upgrades, and Port of Townsville expansion works. In this environment, Tier 1 and Tier 2 head contractors need civil subcontractors who are already set up to meet their documentation, safety, and performance requirements — not operators who need hand-holding through the compliance process. Redstone Civil is CQMS Raize prequalified and actively building toward the supplier panel requirements of the major project packages currently under delivery in the region.

What sets Redstone Civil apart from other small civil operators in the NQ market is the combination of genuine fleet depth, owner-operator accountability, and site-level experience built in local conditions. Mark Redstone manages the business from the ground — not remotely — which means head contractors get direct communication, fast decisions, and a supervisor who has authority to solve problems on site without escalation delays.

Redstone Civil is targeting \$4M in annual revenue over the next three years through panel appointments with major contractors and continued delivery on government road maintenance and civil scopes. The business is structured, growing, and positioned to take on packages up to \$1M in value as part of larger infrastructure programmes across North Queensland.

8. STORYBRAND ONE-LINER

USE THIS IN: INTRODUCTION AT INDUSTRY EVENTS, VERBAL PITCH, LINKEDIN 'ABOUT' SECTION OPENER

We help Tier 1 and Tier 2 head contractors who need reliable civil subcontractors in North Queensland by providing owned-plant earthmoving, drainage, and road maintenance crews who mobilise fast and meet head contract documentation requirements — so they can keep their programme on track and their project manager's inbox clear.

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